

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
PATENT APPLICATION

Applicants : Joshua A. Rosenthol et al.  
Application No. : 09/262,658 Confirmation No. 9736  
Filed : March 4, 1999  
For : PROGRAM GUIDE SYSTEM WITH USER  
DESIGNATED FAVORITE THEMES  
Art Unit : 2421  
Examiner : Jason P. Salce

New York, New York 10036  
April 30, 2010

Mail Stop RCE  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

REPLY TO FINAL OFFICE ACTION

Sir:

In reply to the Final Office Action dated  
December 31, 2009 applicants respectfully request  
reconsideration of this application in light of the following:

Amendments of the Claims begin on page 2 of this

Reply.

Remarks begin on page 25 of this Reply.